

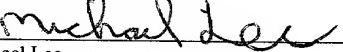
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**CERTIFICATE OF EXPRESS MAILING**

I certify that this paper and the documents and/or fees referred to as  
therein are being deposited with the United States Postal Service  
May 5, 2001 in an envelope as "Express Mail Post Office to Addressee"  
service under 37 CFR §1.10, Mailing Label Number EL769088377US,  
addressed to: Box Patent Application, Commissioner for Patents,  
Washington, D.C. 20231.

  
Michael Lee

Michael Lee

Attorney Docket No.: DEM1P006

First Named Inventor: NEAL

11000 U.S.P.T.O.  
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09/84978 PRO



**UTILITY PATENT APPLICATION TRANSMITTAL (37 CFR. § 1.53(b))**

(Continuation, Divisional or Continuation-in-part application)

Box Patent Application  
Commissioner for Patents  
Washington, D.C. 20231

Sir: This is a request for filing a patent application under 37 CFR. § 1.53(b) in the name of inventors:  
**MICHAEL NEAL, KRISHNA VENKATRAMAN, ROB PARKIN, SUZANNE VALENTINE,  
PHIL DELURGIO and HAU LEE**

For: **SYSTEM FOR CREATING OPTIMIZED PROMOTION EVENT CALENDAR**

Assigned to :

This application is a  Continuation  Divisional  Continuation-in-part

of prior Application No.'s: 09/741,958, 09/742,472, 09/741,956, 09/741,957, and 09/741,959, from which priority under 35 U.S.C. §120 is claimed.

Application Elements:

16 Pages of Specification, Claims and Abstract

30 Sheets of Formal Drawings

Declaration

Newly executed

Copy from a prior application (37 CFR 1.63(d) for a continuation or divisional).

The entire disclosure of the prior application from which a copy of the declaration is herein supplied is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.

Deletion of inventors Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).

Accompanying Application Parts:

Do not publish this application. Nonpublication Request is attached.

- Assignment and Assignment Recordation Cover Sheet (recording fee of \$40.00 enclosed)  
 Power of Attorney  
 37 CFR 3.73(b) Statement by Assignee  
 Information Disclosure Statement with Form PTO-1449       Copies of IDS Citations  
 Preliminary Amendment (*New claims numbered after highest original claim in prior application.*)  
 Return Receipt Postcard  
 Other:

#### Claim For Foreign Priority

- Priority of Application No. filed on  
is claimed under 35 U.S.C. § 119.  
 The certified copy has been filed in prior application U.S. Application No.  
 The certified copy will follow.

#### Extension of Time for Prior Pending Application

A Petition for Extension of Time is being concurrently filed in the prior pending application. A copy of the Petition for Extension of Time is attached.

#### Amendments

- Amend the specification by inserting before the first line the sentence: "This is a  
 Continuation       Continuation-in-part       Divisional  
application of co-pending prior  
 Application No. 09/741,958 filed on December 20, 2000, and  
 Application No. 09/742,472 filed on December 20, 2000, and  
 Application No. 09/741,956 filed on December 20, 2000, and  
 Application No. 09/741,957 filed on December 20, 2000, and  
 Application No. 09/741,959 filed on December 20, 2000,  
  
 International Application filed on which  
designated the United States,  
the disclosure of which is incorporated herein by reference."
- Cancel in this application original claims of the prior application  
before calculating the filing fee. (*At least one original independent claim must be retained.*)

Fee Calculation (37 CFR § 1.16)

Applicant is entitled to Small Entity Status under 37 C.F.R. §1.27.

	(Col. 1) Total Claims		(Col. 2) Claims	(Col. 3) Present Extra	Rate	Additional Fee
TOTAL	8	MINUS	20	= 0	x 18 =	-0-
INDEP.	3	MINUS	3	= 0	x 80 =	-0-
[ ] First presentation of multiple dependent claim					\$270 =	
Basic Filing Fee under 37 C.F.R. §1.16(a)					\$710 =	710.00
					TOTAL	\$710.00
SMALL ENTITY 50% FILING FEE REDUCTION (if applicable)						

Check No. in the amount of \$ is enclosed.

The Commissioner is authorized to charge any fees beyond the amount enclosed which may be required, or to credit any overpayment, to Deposit Account No. 500388 (Order No. ).

**DO NOT CHARGE FILING FEES TO THE DEPOSIT ACCOUNT AT THIS TIME.**

General Authorization for Petition for Extension of Time (37 CFR §1.136)

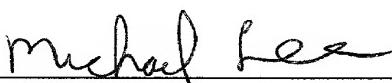
Applicants hereby make and generally authorize any Petitions for Extensions of Time as may be needed for any subsequent filings. The Commissioner is also authorized to charge any extension fees under 37 CFR §1.17 as may be needed to Deposit Account No. 50-0388 (Order No. DEM1P006).

Please send correspondence to the following address:

Customer Number 022434  
BEYER WEAVER & THOMAS, LLP  
P.O. Box 778  
Berkeley, CA 94704-0778  
Telephone (831) 655-2300  
Fax (831) 655-4288



Date: May 5, 2001

  
Michael Lee  
Registration No. 31,846

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: NEAL et al.

Attorney Docket No.: DEM1P006

Application No.: FILED HEREWITH

Examiner: UNASSIGNED

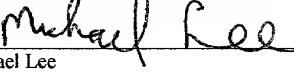
Filed: FILED HEREWITH

Group: UNASSIGNED

Title: SYSTEM FOR CREATING OPTIMIZED  
PROMOTION EVENT CALENDAR

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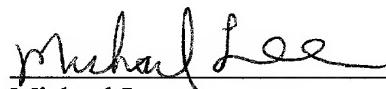
**NONPUBLICATION REQUEST AND CERTIFICATION  
(35 U.S.C. 122(b)(2)(B)(i))**

Box Patent Application  
Commissioner for Patents  
Washington, D.C. 20231

Sir:

I hereby certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen (18) months after filing. I hereby request that the attached application **NOT** be published under 35 U.S.C. 122(b).

Date: May 5, 2001

  
\_\_\_\_\_  
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Registration No. 31,846

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